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ABSTRACT

The guide for consumer education and economics k-12 resource materials focuses on money management. Multi-media kits, films and filmstrips, booklets, books and study materials, records and tapes, games and other teaching aids are enumerated and arranged by type of material. Full bibliographic information is provided for each citation. Most entries also include annotations, appropriate grade level, and cost. (SJM)

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RESOURCE MATERIALS FOR

CONSUMER EDUCATION

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RESOURCE MATERIALS FOR CONSUMER EDUCATION

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I. MULTI-MEDIA

A. Kits and educational materials from: Changing Times Education Service
1729 4th Street N.W.
Washington, D.C. 20006

1. Changing Times Teacher's Journal--

Cost: $2.65 a year plus an individual subscription to Changing Times magazine.

The Changing Times Teacher's Journal is in newsletter format, which includes a full page inquiry-oriented visual along with suggestions related to Changing Times.

2. Mini-Units: 40 copies of reading from Changing Times of interest to teens. These student copies are supplemented with an inquiry-oriented teaching guide and transparency master. Order by name and number.

1.	High cost of driving a car and what to do about it	$ 8.00
2.	The art of buying a car	8.00
3.	Everyday ways to cut down pollution	8.00
4.	The next sound you hear may be just too much	8.00
5.	Jobs: An up-dated look into the future	8.00
6.	Here's what's happening to your living costs	10.00
7.	How a practical family managed it's money	10.00
8.	Hard facts about easy money	8.00
9.	Warning! Double-check those charge accounts	8.00
10.	New rules that protect your credit rating	8.00
11.	How to go about buying a business	8.00
12.	What if anything to do for your hair	8.00

3. 5-Unit Teacher's Resource Kit on "Money Management"--

Cost: $22.50 plus $1.75 postage and handling.

Includes separate unit on earning, spending, borrowing, saving and budgeting plus a teaching guide. Package includes an actual job application, role playing situations, transparencies on credit and saving and a simulation game on budgeting.

4. 3-Unit Teacher's Resource Kit on "The Marketplace"--

Cost: $22.50 plus $1.75 postage and handling.

Includes material on How to use Advertising, Avoiding Gyps and Frauds and Safeguards for Shoppers. Includes 24 page teaching guide.

Among innovative teaching aids included are:

1. Transparency Set--illustrates how to read, use and compare ads
2. Bulletin Board Project on how Shoppers use ads
3. Independent Activities Booklet
4. Case Study of Gyps and Frauds
5. Recording of Four Buyer-Seller Dialogues to Help Students Spot Fraud Situations and High Pressure Selling Tactics
6. Simulation Game--"Swindle" to illustrate the importance of investigating before buying
7. Teaching Tool Book of Facts, Role Plays and Puzzles

B. Personal Money Management from: Paul S. Amidon & Assoc., Inc.
5408 Chicago Ave. South
Minneapolis, Minnesota 55417

Cost: $79.50--Transparencies and reel
69.50--Transparencies and cassettes
19.95--32 transparencies without tape
10 audio tapes and 32 transparencies
Level: Junior high and high school

Sample Transparencies:
Kinds of money loans and charge accounts
Credit application and agreement
Installment loan forms
Disclosure statement on loans; bank statement
Conditional sales contract
Check register
Sample checks
Endoresements

Lesson Titles

1. Buying Habits and Money Management
2. Using Credit As a Tool
3. The Cost of Credit
4. Credit Instruments
5. Money Problems and How To Avoid Them
6. Mastering Your Money
7. Protecting Buy Power
8. Checking Accounts and How To Use Them
9. Using a Savings Account
10. The Full-Service Bank

C. Priorities, Decision, Security; the role of life insurance in a young life style.

Multi-Media kit from: Educational Division
Department MI
Institute of Life Insurance
277 Park Avenue
New York, N.Y. 10017

Cost: $20.00 a kit

Level: High school students

Includes 2 filmstrips, "Who Am I?" self analysis sheet, "What I Want" exercise, overhead transparencies, "Crossroads" simulation game and teacher's guide.

D. Economic Processes--Dramatizing Basic Foods

Sound filmstrips and study guide from: Filmstrip House, Inc.
432 Park Avenue South
New York, N.Y. 10016

Cost: $32.00 a set

Level: Grade 3 and up

Set includes 4 filmstrips, 2 records or cassettes, scripts and study guides.
Set #1--milk, wheat, sugar, salt
Set #2--beef, pork, fish, poultry

Students can see the sequence of how food goes from farmer to consumer. They can become familiar with a variety of occupations, too. Students are introduced to factors that affect prices and choosing substitutes.

E. You Are Important (Economics Learning Kit)

from: Paul S. Amidon & Assoc., Inc.
5408 Chicago Avenue South
Minneapolis, Minnesota 55417

Cost: $9.50--17 transparencies, 9 Think-Study Sheets, Teacher Suggestion Sheet

Level: Grades 4-6

Concepts included are: Making Choices, Role of Advertising, Family Economic Planning, Consumer Choices, Unlimited Wants--Limited Resources, Importance of the Individual, Role and Functions of Banks

F. Simulation Wheels from: Paul S. Amidon & Assoc., Inc.
5408 Chicago Avenue South
Minneapolis, Minnesota 55417

Cost: Complete set (Teacher's Manual, 3 sets of Student Roles, 35 participant manuals, Activity Sheet Tablet)--$40.00. Sample Set--$2.50

Level: High school and junior college

Designed to provide students a simulated experience in purchasing and maintaining a car successfully for one year. May be used with or without computer. The computer program is written in BASIC and is available through Honeywell time-shared EDINET centers.

G. Modern Consumer Education from: Grolier Education Corporation
845 Third Avenue
New York, N.Y. 10022

Cost: $274.50--with cassette recorder
$249.50--without cassette recorder

Kit is organized into 39 teaching lessonsin these 6 groups
1. Food, clothing, and shelter
2. Cars, furniture, appliances
3. Protecting Family Health and Security
4. You and the Law
5. Ways to Handle Money
6. Ways to Shop

These materials originally were developed by the Office of Economic Development. Present package--color coded to provide maximum flexibility. Includes 13 cassette tapes, 27 programmed learning texts, 2 filmstrips, 6 student record books (30 copies of each in the kit), answer key cards, classroom wall chart and instructors manual. Instructor's manual includes introduction to consumer education, performance objectives, evaluation techniques, group projects and activities, answers to all the questions.

H. Food Buymanship Kit from: Kraft Foods Education Department
Dept. H, P.O. Box 6567
Chicago, Illinois 60680

Cost: $6.50 a kit

The kit includes a curriculum guide, five teaching guides, filmstrip, "Mini Shopping Experience--Touring the Dairy Department," sample food labels, 50 student reference folders. The 5 teaching guides are:
1. Food Buying Basics
2. Understanding the Supermarket
3. Factors Influencing Food Prices
4. A Product Comes to Market
5. Mini Shopping Experience filmstrip guide

I. New Consumer Materials from J.C. Penney Co.

A. Dynamic Consumer Decision Making

Cost: $11.50 or free loan from local manager

Includes Educator's Guide, tape, slides, script, overheads, worksheets and flip chart.

B. Forum Magazine, Fall/Winter 1972

Cost: $1.25--single copies

"Updating Consumerism" approaches the whole consumer topic from an issues point of view.

C. Insights Into Consumerism Fall/Winter 1972 from your local J.C. Penney Co. Manager or write:

Educational & Consumer Relations
J.C. Penney Co., Inc.
1301 Avenue of the Americans
New York, N.Y. 10019

Cost: $1.25--single copies

A portfolio of current happenings in consumerism. The first publication is a Mini lesson on "inflation." Includes overhead transparencies, newsletter on consumer issues, script and bulletin board display, student learning experience.

II. FILMS AND FILMSTRIPS

A. Advertising and Competition

Free loan--Modern Talking Picture Service
1212 Avenue of Americas
New York, N.Y. 10036

16 mm color film--28½ minutes released in 1968. Covers salesmanship and the effects of advertising on prices.

B. Just Sign Here

Purchase and loan: Better Business Bureau
220 Church Street
New York, New York

16 mm color film--15 minutes--released, 1969, to help persons avoid consumer fraud.

C. The Last Word

Free loan--Sterling Films
600 Madison Avenue
New York, New York 10022

16 mm film--20 minutes--Responsibilities of the homemaker in the American Marketplace. Also shows indepth testing at a modern research center.

D. A World Without Money

Cost: $175.00

16 mm--14 minutes--The history of money as a means of exchange is traced from use of sea shells and stones to coins and currency and finally to credit cards. Acquaints students with the economic concepts underlying the institution of credit cards.

E. Using Money Wisely from: Journal Films, Inc.
909 W. Diversey Parkway
Chicago, Illinois 60614

Cost: $240.00 Level: Sr. high school, adult

16 mm--18 minutes--Robert Webster, a professional money management counselor, reacts to the cliches and excuses that the "man-in-the-street" offers. He has heard them all, and he knows there is no substitute for prudent use of one's money. He introduces us to three typical families with money problems. These families represent a cross section of economic levels. We follow them as they encounter, and reach solutions to their money management difficulties.

F. Deciding from: Centron Educational Films
1621 W. Ninth St.
Lawrence, Kansas 66044

16mm color--Soon to be released. The first of a series of new consumer education materials for elementary grades. The film documents a shopping excursion by a brother and sister to buy a gift for their father.

G. Economic Education from: Sterling Films
600 Grand Avenue
Ridgefield, N.J. 07657

Level: High school

16mm color film--28 minutes (1967) Explores the marketplace. Suggests ways to make economics appealing to high school students.

H. Money, Money, Money from: Texture Films, Inc.
1600 Broadway
New York, N.Y. 10019

Cost: $160.00 (rental $18.00)

Level: Kindergarten through 8th grade.

12 minutes, color 8mm film, silent--The practical and factual aspects of money. Attitudes toward money today and throughout history.

I. Using Your Money from: Journal Films, Inc.
909 W. Diversey Parkway
Chicago, Illinois 60614

Cost: Complete set $350.00; 6 sound filmstrips $120.00;
Individual $22.00 each

Six correlated color, sound filmstrips; 16mm (see II E. Using Money Wisely) Instructor's Guide--includes dialogue, introductory techniques, sample games, tests, and transparency masters. The six filmstrips are:

1. Using Someone Else's Money (61 frames & record) The problems of a young married couple who wish to borrow money.

2. Making the Best Buy in Foods (74 frames & record) Effective planning followed by careful selection.

3. Buying Clothing (88 frames, record) Wise planning for a long term investment in clothing.

4. When You Buy A Car (81 frames, record) Risks are reduced to a minimum.

5. Buying a House (76 frames, record) The most important buying decision.

6. Guaranties, Warranties & Services--An item must be suited to the purpose for which it is sold.

J. Consumerism: The Dangers of Affluence from:

Charles W. Clark Co.
564 Smith Street
Farmingdale, N.Y. 11735

Cost: JH4-5580 Set of 2 filmstrips, LP record & Guide $35.00
JH5-5580 Set of 2 filmstrips, Cassette, Guide $37.00

Level: Junior high, high school, college

K. Getting Your Money's Worth from:

Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Cost: 621-SAR Six filmstrips, 3 records, 6 teacher's guides $51.50
621-SATC Same except with cassette $57.50
Individual filmstrip with guide $7.50
Invividual record 4.00
Individual cassettes 6.00

Story-situations in the filmstrips emphasize spending and saving alternatives, thus helping students define their goals and values and sharpening their critical evaluation of day-to-day purchases. The six filmstrips are:

621-1. Why You Need Consumer Know-How. A study of today's marketplace, factors affecting consumer decisions. (70 frames)

621-2. A Blueprint For Money Management. Establishing workable budget, learning wise money management. (69 frames)

621-3. Buying Wisely. Emphasizes elements involved in prudent buying practices. (79 frames)

621-4. Making Credit Work For You. Good and bad points of consumer credit and installment buying.(72 frames)

621-5. Saving To Reach Your Goals. Different savings plans, establishing savings account. (63 frames)

621-6. Let The Buyer Beware. Fraud: the "bargain," deceptive advertising, excessive rates on installment buying. (65 frames)

Level: Jr.-Sr. high, college, adult

L. Using Numbers Series from: Charles W. Clark, Co.
564 Smith Street
Farmingdale, N.Y. 11735

Cost: Each filmstrip $6.00
Each LP 5.50
Each cassette 6.00

Level: Primary

UN - 7983 Making Change
UN - 7984 How Much? Takes numbers out of the classroom through fantasy.

M. Buyer Beware from: Westinghouse Learning Press
100 Park Avenue
New York, N. Y. 10017

Cost: #22-8220 six color filmstrips (records) $79.50
2C-8220 six color filmstrips (cassettes) 91.50

Based on guidelines set forth by the President's Committee on Consumer Interest Program is designed to help a person exercise his consumer rights more actively, differentiate wants from needs, develop budgeting procedures and distinguish quality from non-quality products. It features commentaries by leading consumer advocates.

N. Managing Your Money Series from: Learning Arts
P.O. Box 917
Wichita, Kansas 67201

Cost: 6 color filmstrips $44.00 (by McGraw-Hill)
Each filmstrip 8.50
Level: Jr.-Sr. high
These filmstrips are designed to help young people understand some of the problems of money management that they will face as wage earners.

1. Earning Your Money
2. Paying Your Bills
3. Spending Your Money
4. Borrowing Your Money
5. Making Money Work for You
6. Buying Insurance

O. Consumer Studies (new spring-1972): Discussion Guide
Guidance Associate
Pleasantville, N.Y. 10570

Cost: 7D - 403640 1 filmstrip; 10" LP - $16.00
7D - 403657 1 filmstrip; 1 cassette $18.00

1. Buyer Beware! probes a wide variety of fraud and misrepresentation found in advertising and retail practices.

2. Money Well Spent: Discussion Guide
Guidance Associates
Pleasantville, N.Y. 10570

Cost: 7D - 403517 1 filmstrip; 1 10" LP $16.00
7D - 403525 1 filmstrip; cassette $18.00

Describes vastness of American economy; discusses relationship between consumer and seller/advertiser emphasizes importance of digging hard information from ad and labels.

P. Current Affairs Consumer Education Program

Cost: Each filmstrip/record or cassette/ additional 30 minutes recorded interview and teacher's guide
with records - $25.00
with cassette - 30.00
Special prices on total series of 6 titles
$135.00 with records
$162.00 with cassettes

Program is designed to reach young people at a time when they are beginning to establish life-long buying habits. (produced in cooperation with the Council of Better Business Bureaus, Inc.)

1. The Consumer & Credit (#377)
2. Buying the Basics (#378)
3. Wheels & Deals: Buying Cars & Motorcycles
4. Consumer Be Warned: Frauds & Deceptions
5. Advertising and the Consumer
6. Consumer Power & Social Change

Q. Problems for Young Consumers from: Urban Media Materials, Inc.
212 Mineola Avenue
Roslyn Heights, N.Y. 11577

Cost: UMM 405 complete set $36.50
Individual Titles 4.95

Level: Grades 3-8

Set consists of lesson plan, 6 short color (silent, captioned) filmstrips, and student worksheets. The filmstrips range from 15-25 frames each.
The 6 "shortstrips" are:

1. The False Package
2. What Do You Pay? (unit pricing)
3. The Big Scale (comparable value)
4. The Come-On (not in stock)
5. Buy Now--Pay Later (credit)
6. The Street Vendor (guaranteed quality)

R. McGraw-Hill Filmstrips from: Gamco Industries, Inc.
Box 1911A
Big Spring, Texas 79720

1. Color filmstrips for middle grades

a. #MH 400320-3 Percentage & Using Money $8.25
b. #MH 116211-7 The Story of Money $8.25

2. Color filmstrips for primary grades

a. MH-138000-2 It Pays to Save $8.25
b. MH-138000-3 Johnny Goes to the Store $8.25
c. MH-099120-2 Visit to a Shopping Center $8.25
d. MH-402000-1 The Grocer $8.25

S. Selling As a Career from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, N.Y. 11735

Cost: Each filmstrip $6.00; Each LP $5.00; Each Cassette $5.50

Level: Junior high/high school

Set of 8 color filmstrips. Designed for students who may choose career in sales after graduation.

1. UN4-7281 Selling as a Career
2. UN4-7282 The Economics of Selling
3. UN4-7283 Your Person and Personality
4. UN4-7284 Know Your Product
5. UN4-7285 Why People Buy
6. UN4-7286 Selling Techniques
7. UN4-7287 Objections and Objectives
8. UN4-7288 New Horizons in Selling
9. UN4-7280 Set of 8-FL; 8-LP; Manual $68.00
10. UN5-7280 Set of 8-FL; 8-CAS; Manual 70.00

T. Sound Filmstrips for Primary & Intermediate Students from:

Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, N.Y. 11735

1. <u>What is Consumer Education</u>? Consumer responsibility begins at an early age in today's society and here is the first set of sound filmstrips, suitable for use with young children as a primer in weekly-allowance-economics. Subjects covered are:
1) Commercial on TV
2) Mail Order Coupons
3) Department Store Shopping
4) Novelty Buying

AD4-107 Set of 4-FS; 4 LP; Guide $85.00
AD5-107 Set of 4-FS; 4 CAS; Guide 85.00

2. The Price Is Right--Or Is It? An introduction of basic concepts to young consumers. Designed to illustrate some of the pitfalls and problems encountered by children when faced with the necessity or the joy of spending money. Each strip explores another aspect of shopping and buying. Accent is on common sense. 1971.
UM4-305 4-FS; 2LPs; Guide $64.00

U. Financial Problems

Filmstrips for junior high/high school

1. The Value Of Your Dollar
Explains the underlying reasons for the diminishing purchasing power of the dollar and notes that this decline has caused a loss of confidence abroad in the stability of the United States economy. Describes how the current budget and balance of payment deficits foster inflation and erode the value of the dollar.
44 fr. 1968 CU3-310 1-FS $7.50

2. The Securities Industry: From corporate birth to trading on the exchange
A unit of six color sound filmstrips which provide valuable and lucid information on the way America's securities market functions. 1971
CU4-342 Evolution of a corporation (338.7)
CU4-343 Securities market
CU4-344 Exchanges
CU4-345 History of the American Stock Exchange
CU4-346 How a trade is made
CU4-347 The specialist
CU4-349 Set of 6-FS; 6-LP; Game; Tape $78.50
CU5-349 Set of 6-FS; 6-CAS; Game; Tape 88.50
Each FS/R $15.00 Each FS/C $17.50

3. The Stock Market of Wall Street 332.6 Filmstrip-Sound
This set of 5 filmstrips describes the excitement and drama in the workings of our nation's economy. Photographed on location, the five segments are 1) Kinds of business, 2) The New York Stock Exchange, 3) Stock and bonds, 4) The broker and 5) The future of the Street. The last filmstrip is taped live at the Exchange. 1971
AD4-109 Set of 5-FS; 5-LP; Guide $85.00
AD5-109 Set of 5-FS; 5-CAS; Guide 85.00

4. The Nature of Money--Money, checks and banks
UN1-7001 1-REC $5.00
UN2-7001 1-CAS 5.00
UN3-7001 1-FS 6.00

5. Banking
UN4-7002 Services of Bank
UN4-7003 Checking Account
UN4-7005 Travels of a Check
Each FS $6.00
Each Record $5.00
Each Cassette $5.50 from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, N.Y. 11735

V. Agencies That Protect the Consumer Sound Filmstrips from:

Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, N.Y. 11735

Level: Junior high and high school

This series of six filmstrips is designed to inform the student of the protection, afforded consumers by various organizations, from the post office department to the food and drug administration, essential knowledge for every concerned citizen.
UN3-7051 The food and drug administration
UN3-7052 The federal trade commission
UN3-7053 The post office department
UN3-7054 The department of agriculture
UN3-7055 State, county, city and independent services
UN3-7056 Problem-centered review
UN3-7050 Set of 6-FS $36.00
UN4-7050 Set of 6-FS; 3-LP; Manual $51.00
UN5-7050 Set of 6-FS; 3-CAS; Manual 52.50
Each FS $6.00 Each LP $5.00 Each CAS $5.50

W. Money Lessons for Primary Grades/Basic Concepts, Recognition & Saving Money from:

Listening Library
1 Park Avenue
Old Greenwich, Conn. 06870

EY 135 FX b/w filmstrip $5.00

X. Consumer Education for Elementary Education

The Price Is Right--Or Is It?
Part 1--Individual Buying Power
Let's Make A Deal--A filmstrip about buyers and sellers, introducing the series. Will lead children to question their own buying behavior and the buying customs of their community.
Get Your Money's Worth--About comparative shopping and good values. Will show the importance of investigating and evaluating advertising claims and other types of sales pressures.

Super-Snooper--Food purchasing practices. Will help develop sound purchasing criteria and alert children to deceptive food merchandising in the marketplace.

UMM305A-3-filmstrips/records $37.50
UMM305AC-3-filmstrips/cassettes $40.00

UMM305-complete set, 6 filmstrips/records $64.00
UMM305C-complete set, 6 filmstrips/cassettes $70.00

Part 2--Consumer Protection and Responsibility
Big Sister and the Lemon--A filmstrip about consumer rights. Will help children become aware of their rights as consumers and illustrates various techniques and mechanisms through which complaints can be registered.
The Consumer Movement: its heroes and history--Will help chilcren see the role of government, grass-roots groups and concerned individuals within the movement.
Ecology and Responsibility: Who's in charge here? A filmstrip about ecology and individual responsibility. Explores relationships between individual consumers and the environment.

UMM305B-3 filmstrips/records $37.50
UMM305BC-3 filmstrips/cassettes $40.00 from:

Urban Media Materials, Inc.
212 Mineola Avenue
Roslyn Heights, N.Y. 11577

Y. Fathers At Work from: Audio-Visual Division
Educational Reading Service
320 Rt. #17
Mahwah, N.J. 07430

Cost: $7.00

Color filmstrip series for young children--"My Dad Works in a Supermarket"

Z. Profit, Money and Banking from: Warren Schloat Productions, Inc.
Pleasantville, N.Y. 10570

Cost: $32.00 Catalogue #E/106 4 filmstrips

A series of 4 filmstrips designed to introduce students to the terms and concepts of economics. The four color filmstrips are:

1. What is Profit?
2. Why We Use Money
3. Andy Lends Money to the Bank
4. What the Bank Does with Andy's Money

III. SLIDES, PICTURES AND TRANSPARENCIES

A. Consumerism: Getting Your Money's Worth from:

Fairchild Publications, Inc.
7 East 12th Street
New York, N.Y. 10003

Cost: School price $100.00

48 slides with printed commentary, binder kit and teacher's guide. A basic study of consumerism Covers such areas as understanding advertising, reading contracts, shopping intelligently, buying mail order, getting competent advice.

B. Learning About Money from: Learning Arts
P.O. Box 917
Wichita, Kansas 67201

Cost: $3.95

Sixteen 12" x 17" full color pictures with a 40 page resource manual. Helps young children learn about our economic system, ways people earn money, ways to save money, coins, bills, checks and credit cards, taxes.

C. Supermarket Helpers from: Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Cost: $8.00

Set SP #123 eight pictures showing stocking shelves, packaging produce, serving produce customer, store dairy manager, preparing meat, customer service, checking out an order, unloading products.

D. Teaching Pictures--Learning About Money from:

Audio-Visual Division
Educational Reading Service
320 Rt #17
Mahwah, N.J. 07430

Cost: $3.95

Level: Kindergarten-3rd grade

Sixteen pictures to help children learn about money. Pictures can be mounted or used for group discussions.

E. Investment Problems Transparencies Analyzing and Solving Verbal Problems from:

Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, N.Y. 11735

Cost: $30.63 for 10 transparencies & manual (Order # UN 7-3609)

F. Fair Credit Reporting Act Transparencies

Cost: $3.25

9 transparencies list major points of act with questions

Truth in Lending Transparencies

Cost: $3.75

7 transparencies plus resource material show major points, examples, etc.

from: Paul S. Amidon & Association, Inc.
5408 Chicago Avenue So.
Minneapolis, MN 55417

G. Money from: Gamco Industries, Inc.
Box 1911A
Big Springs, Texas 79720

7 lesson transparencies (10 visuals)
Cat. No. 511.EN-SS $33.00
7 matching questions transparencies
Cat No. 511.ENQ-SS 14.00

511.EN--73 Money: Penny, Nickel, Dime, Quarter
511.EN--74 Money: Penny, Nickel, Dime, Quarter, Half-Dollar
511.EN--75 Money: Dollar
511.EN--76 Money: Use of Cent and Dollar Notation
511.EN--77 Money: Addition and Subtraction
511.EN--78 Money: Making Change
511.EN--79 Money: Story Problems

Level: 3rd Grade

H. Money from: Gamco Industries, Inc.
Box 1911A
Big Springs, Texas 79720

Cost: Each lesson transparencies $6.00
Each question transparencies $2.25

511.CG-65 Collections, containing pennies, nickels and dimes

511.CG-66 Pennies, nickels, dimes, quarters and half-dollars

Level: 2nd Grade

I. A Primer for Consumer Thinking from: Consumer's Union
256 Washington St.
Mount Vernon, N.Y. 10550

Cost: $15.00

10 transparencies and 39 page explanatory text which should spur discussions of credit, product choice, insurance and sources of consumer information.

J. Dollars and Sense from: Visual Products Division
3M Company
Box 3344 3M Center
St. Paul, MN 55101

1. Consumers: Who? Why? How? (20 visuals)
Helps determine what students want their money to do for them; motivations that stimulate consumers to buy; effective techniques of consumer buying.
15-3529-3 Prepared Color Trans. $35.00

2. Evaluating Advertising (20 visuals)
Designed to give insight into the psychology of advertising. Outlines the functions and forms of advertising and shows techniques used by advertising to get their share of the consumer dollar.
15-3534-3 Prepared Color Trans. $35.00

3. Using Credit with Understanding (20 visuals)
Presents an overall understanding of how consumer credit has played a part in the growth of the American economy. Shows proper uses, various types and dangers of credit. Shows that the wise use of credit stimulates the manufacture of goods and helps families acquire assets, raising their general level of living.
15-3530-1 Prepared Color Trans. $35.00

4. Dollar-Stretching Practices (20 visuals)
Designed to help students understand the management of available money; to give assistance in making choices in the spending of money; and to provide assistance in obtaining the things a family needs and wants.
15-3541-8 Prepared Color Trans. $35.00

5. Stopping Leaks in Family Spending (20 visuals)
Illustrates ways an individual or family may decrease expenditures by studying habits of spending. Also, illustrates that it is possible to determine the areas within which costs can be cut; that judicious buying, followed by care of possessions, can stop some of the "leaks" that in many seemingly small ways, economy can play a large role in the financial picture.
15-3542-6 Prepared Color Trans. $35.00

K. Health Transparencies from: Visual Products Division
3M Company
Box 3344 3M Center
St. Paul, MN 55101

1. Laws for Consumer Protection
Recognizes that laws and regulations exist to protect the consumer.
15-4684-5 Prepared Color Trans. $35.00

2. Consumer Protection Sources
Cites examples of agencies, groups, laws and standards that protect the health consumer.
15-4784-3 Prepared Color Trans. $35.00

3. Various Controls on Mood and Behavior Modifiers
Differentiates among controls on purchase, possession and use of substances that modify mood and behavior.
15-4792-6 Prepared Color Trans. $35.00

IV. BOOKLETS AND BOOKS

A. Consumers Union Booklets and Reprints from: Consumers Union
256 Washington St.
Mount Vernon, N.Y. 10550

1. Consumer Education: Its New Look $2.00 each
2. Weights and Measures and the Consumer $3.00 each
3. The New Key to Credit Shopping (1969 reprint) 25¢ each
4. How to Buy a Used Car (1970) 25¢ each

Write for price list of teaching materials and subscription prices.

B. Consumer Student Booklets from: Paul S. Amidon & Association, Inc.
5408 Chicago Avenue So.
Minneapolis, MN 55417

Cost: 1-100 45¢ each
100-500 40¢ each
500+ 35¢ each

1. How to Answer When Money Talks
-emphasis is on method of orderly thinking rather than facts.

2. Mod Money Management
-consumer education with economic overtones. Geared to teenagers.

3. Your Checking Account
-all anyone needs to know about handling a checking account.

4. Money, Credit, Banking
-our money and credit system in a framework of history.

A teacher guide is included with every 100 booklets. Extra copies of teacher's guide is 50¢ each.

C. Consumer Math Series from: Behavioral Research Lab.
Box 577
Palo Alto, California 94302

Cost: Complete set of 7 textbooks $17.15

A seven unit series of books designed to help youth learn successful management of mathematics related to his personal affairs and reinforce students' realization of the higher earnings and greater vocational opportunities if he completes school.
The units are:

1. Vocational & Lifetime Earnings
2. The Pay Check
3. The Household Budget
4. The Wise Buyer
5. Income Tax
6. Insurance
7. Investments

D. Accent/Consumer Education Series from: Follett Educational Corp.
1010 W. Washington Blvd.
Chicago, Illinois 60607

Cost: Booklets 87¢ each
Instructor's Guide $1.50

A series of six booklets with additional consumer education resources suggested in the Instructor's Guide.

1. Know How to Budget & Buy
2. Insuring Your Life Income & Property
3. Social Insurance
4. The Law for You
5. Understanding Consumer Credit
6. Investing Your Savings

E. Primary Paperbacks from: Educational Reading Service
320 Rt. #17
Mahwah, N.J. 07430

1. Bobbie Had a Nickel by Friedman
Bobbie can't decide what to buy with his nickel. 25¢

2. Let's Play Store by Windsor
A new supermarket inspires Sonny to open his own store. 25¢

3. Peter & the Penny Tree by James
Entertaining story about a boy who plants a "penny" tree. 59¢

4. Two Pesos for Catalina by Kirn
A little Mexican girl has a wonderful time deciding how to spend two pesos. 60¢

5. Three-Dollar Mule by Bulla
A boy must choose between a mule he loves and a thoroughbred horse. 60¢

6. Coins by Evans
Explains the money system and coin collecting as a hobby. 50¢

7. The Moffats by Estes
The adventures of the Moffat family who have little money but much fun.

8. Let's Explore Our Neighborhood
a. A Bakery $2.29
b. Supermarket $2.29

9. Day Joe Went to the Supermarket by Levenson
Hilarious adventure of a young boy at the supermarket 59¢

F. Intermediate--Wings Book Series from: Steck-Vaughn Company
P.O. Box 2028
Vaughn Blvd.
Austin, Texas 78767

Cost $2.21

1. What is Money? (Grades 3-4)
by Louise K. Wilcox and Gordon E. Burks

G. Adult Education Series from: Steck-Vaughn Company
P.O. Box 2028
Vaughn Blvd.
Austin, Texas 78767

Cost: 90 cents

Written at grades level 3-4, can be used with special education students.

1. "You & Your Money" by Dorothy Gable
Consumer buying practices and money Management are stressed in the adult oriented "worktext." Cost 81¢

2. Where Does the Money Go? by Hazel Taylor Spitze & Patricia Rotz
"Worktext" format Cost 90¢

H. The Story of Money-Compiled by Robert Grieve from: Grossman Publisher
44 W. 56th Street
New York, N.Y. 10019

Cost: $3.95 #670-48522-5

Tells the history of coins and the introduction of paper money. Includes pictures of coins and paper money from various countries.

I. Today's Consumer from: Homemaking Research Laboratories
Tony, Wisconsin 54563

Cost: 136 pages $1.55
Teachers Key $2.00
A semester course. Includes lesson material in 18 topics

Math Problems

32 pages of math problems coordinated with Today's Consumer (above) available in packets of 5 books including free teacher's key. $2.15

J. Teachers Resource Unit on Consumer Education from:

Homemaking Research Laboratories
Tony, Wisconsin 54563

Cost: 152 page book, $3.65

Includes ideas for visual aids, bulletin boards, hand-outs and other teaching ideas.

K. Consumer Study Units from: Homemaking Research Laboratories
Tony, Wisconsin 54563

Set 1 (beginning) includes information on values, goals, money management, advertising, buying personal items, Stretching the Dollar, 104 pages--$1.35

Set 2 (intermediate) family goals, planned spending, banking, young marriages, consumer gyps, careers and job interviews, 108 pages--$1.35

Set 3 (advanced) financial planning and budgeting, credit, life insurance, the home, everyday expenses, 88 pages--$1.05

Set 4 (advanced) taxes, saving and investing, the automobile, advertising, when you have a complaint, consumer rights and responsibilities, 84 pages--$1.05

Teachers key for study units 1-4, $2.25

L. Our American Coins from: Superintendent of Documents
Washington, D.C. 20025

Cost: 25¢

Level: 6-16 year olds

Stock: #4805-0011

Issued by the Bureau of the Mint. This 24 page booklet tells about coins currently in circulation.

M. Teaching Consumer Education and Financial Planning from:

Council for Family Financial Education
Twin Towers
Silver Spring, MD 20910

Cost: $6.00 for the manual

Curriculum guide of ideas compiled from teachers and Extension agents. Has many suggestions for student activities as well as suggestions to the teacher.

V. RECORDS AND TAPES

A. All About Money (Miller Brody Production) from:

Urban Media Materials, Inc.
212 Mineola Avenue
Roslyn Heights, N.Y. 11577

Cost: $4.95 MB #1006 record
$5.95 MB #1006 cassette

Simple lyrics set to music about cavemen who didn't need to earn money before spending.

B. Consumer Skills (Series)
6 cassettes with worksheets and teacher's guide from:

3M Company
Mincom Div.
3M Center
St. Paul, MN 55101

Level: Grades 10-12

Length: 18-20 minutes

Includes intellegent buying and money handling, deceptive advertising, "truth-in-lending" laws, contract language, pricing, brand names, student-made budgets.

Cat. # C5635-5640 $7.95 for each cassette
1. Wise Consumer Spending
2. The Consumer and Credit
3. The consumer and Saving
4. Adventure in Consumerland
5. The Consumer and Experts
6. The Consumer and Cars

C. Teaching Tapes--Working With Money from: Learning Arts
P.O. Box 917
Wichita, Kansas 67201

(tapes or cassettes) tapes come with student worksheets and teachers guide

1. Recognition of Coins and Dollars grades 1-3 #5601 $7.95
2. Understanding Money Values grades 2-4 #5602 $7.95
3. Addition: Dollars and Cents grades 3-5 #5603 $7.95
4. Subtraction: Dollars and Cents grades 3-5 #5604 $7.95
5. How Much Change grades 2-4 #5605 $7.95
6. Using What You Know grades 2-4 #5606 $7.95
Set of all six (tapes or cassette) $47.70

D. Consumer Business Tapes from: Mc-Graw Hill
College Division 13th floor
330 W. 42nd St.
New York, N.Y. 10036

1. The Client and the Ad Agency, 20 minutes, discussion of the relationship between a client and the ad agency and the responsibilities of each. Cat. # 75510 Cost $11.00

2. Consumer Finance As a Career, explains this career field from point of the manager of a large office. Includes analysis of the type of individual who would be advised to consider this area of business, 20 minutes. Cat. # 75428 Cost $11.00

3. People Love To Buy, suggests certain techniques that make people more willing to buy, 30 minutes. Cat. # 75530 Cost $11.00

E. Let's Imagine Going Places (series) from: Listening Library
1 Park Avenue
Old Greenwich, Conn. 06870

Cost: EY 168CX set of 10 cassettes $49.95
Single cassette $5.00

Level: Kindergarten-grade #3

Children learn about community places
#1. The Library
2. Hospital
3. Fire Station
4. Supermarket
5. Sanitation Dept.
6. Police Station
7. Post Office
8. Bakery
9. School
10. Bank

F. Creative Patterns from: Society for Visual Educ., Inc.
1345 Deversey Parkway
Chicago, Illinois 60614

Cost: L7-R Set of 2 records $11.90
L7-CT 2 tape casettes $15.80

To encourage creativity and help primary level youngsters to become aware of their environment.
Includes friends; color games; Guess Who? The Department Store; the Department Store Inside; the Picture or a Dollar, How Many Have You Got?, What Can We Say

G. Real Sounds Recordings from: Audio-Visual Division
Educational Reading Service
320 Rt. #7
Mahwah, N.J. 07430

1. Downtown Story--A trip in song and story to the department store and supermarket.
Cost: $4.25
Level: Primary-middle grades

2. The Laundry & The Bakery Story--A visit to the laundry and bakery.
Cost: $4.25
Level: All grades

H. Consumer Career Tapes

Cost: $79.50 Order # 5-1002

Level: Grades 6-12

Ten cassette tapes each containing 2 interviews with person in consumer oriented occupations. Each interviewee explains the requirements of the job, job possibilities in the future and why he chose the job.

Interview Topics are:
Baker/Barber
Bartender/Bridge & Tunnel Officer
Butcher & Meat Cutter/Cook
Fireman/Gardener
Hairdresser/Mail Carrier
Mortician/Parking Attendant
Police Officer/Presser
Security Guard/Shoemaker
Sign Painter/TV Repairman
Waiter/Window Washer

VI. GAMES AND OTHER TEACHING AIDS

A. Pink Pebbles--A Game About How Money Began from:

Education Ventures, Inc.
209 Court Street
Middletown, Conn. 06457

Cost: $8.00

This learning activity is in a board-game format. Players begin as primitive farmers and proceed through seven levels until a winner is identified. Kit comes with a 4 page teaching guide which explains the rules, a brief history of money, elaboration of economic concepts involved in the game and suggestions for post-game discussions.

B. Consumer (Simulation Game)from: Western Publishing Company
School & Library Dept.
150 Parish Drive
Wayne, N.J. 07470

Cost: $30.00 a kit (catalog # 3250)
Number of players: 11-34
Playing time: 1½ to 2½ hours

Some players are consumers while others are credit and loan managers. The consumers receive a monthly income with which they may buy certain products.

The game helps students to understand some of the problems involved in making "ends meet" in our society.

C. Alva Replica Money Kit from: Time/Life Education
Box 834
Radio City Station
New York, N.Y. 10019

Cost: $35.00

The origins and development of money. Includes two replicas each of coins from Athens, Corinth, Syracuse, Macedonia, Rome and Israel; an African Ashanti goldweight; two replicas of Chinese Knife Money; two printed replicas of a twenty dollar note issued by the Continental Congress.

The teacher's manual and student programs examine the barter system and early forms of money. Emphasis is placed on the role which money has played in promoting commerce and how it has historically mirrored its social and political environment. A wall chart on evaluation of money is included.

D. Count Your Change Game from: School Service Company
647 So. La Brea Ave.
Los Angeles, Calif. 90036

Object of the game is to make change for a dollar. Teaches children the various coin combinations that equal one dollar. For 2 to 8 players. (Milton Bradley) Catalogue # 7635

E. Playtrays Currency Set from: Dick Blick
P.O. Box 1267
Galesburg, Illinois 61401

Cost: #C-2370500 Playtrays Currency Set $15.90
#C-2370400 Currency Cards Only 6.90

Matching and classification game; full color pictures of real U.S. coins. Set includes: 40 three-inch square plastic coin cards and 6 hardwood playtrays

F. Supermarket Puzzle from: Audio-Visual Division
Educational Reading Service
320 Rt. #17
Mahwah, N.J. 07430

Cost: $2.00

30 pieces--, realistic shopping.

G. Blank Checks from: Paul S. Amidon & Assoc., Inc.
5408 Chicago Avenue So.
Minneapolis, MN 55417

Cost: $4.95

Package of 500 sample checks printed on actual check paper to give students a chance to practice writing checks using these sample checks.

H. Teacher's Packet of Business from: Dr. Peter Yacyk
Graduate Division
Rider College
Trenton, N.J. 08602

Cost: $3.00 for the packet

Subject crossword puzzles includes puzzles on Consumer & the Law, Consumer Protection, Credit, and other general economics topics.

I. Educomp Machine from: Marketing Department
Att: Don Larson
Anoka Ramsey Junior College
11200 Mississippi Blvd.
Coon Rapids, MN 55433

Cost: $4.95

Simple plastic teaching machine with a battery. A light in the center comes on when the items in the 2 columns are correctly matched. Includes printed cards in a variety of topics including metric system equivalents and consumer behavior. Extension agents and teachers can develop their own cards of matching terms. Developed as a marketing class project.